Advertising Age

50 YEARS 1930-1980

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A-B readies big regional thrust

By JACQUES NEHER

MIAMI BEACH—Convinced that "Miller time" has begun to wind down, beer industry king Anheuser-Busch is now turning its guns on a host of regional and smaller competitors it believes will threaten its domination of the suds market in the decade ahead.

But while A-B's three-year campaign to suppress No. 2 Miller Brewing Co. was fought primarily by headquarters on the national media battlefield, the St. Louis brewer warned its 960 independent wholesalers here last week that they will have to take a greater stake in upcoming marketing wars—wars that will require grassroots marketing sophistication, which includes each hiring brand managers and developing written strategic plans.

Other significant developments gleaned from A-B's three-day wholesaler extravaganza and an interview with brewing company president Dennis P. Long:

• The company plans to test market a seventh brand early next year—possibly Budweiser Light.

• The Eagle snack line, introduced into test last year, will be rolled out into East Coast taverns later this month.

• Root 66, the company's first real soft drink entry, will move into more markets in the coming months, as will Wurzburger Hofbrau, its first imported beer.

• The 1981 media budget will only keep pace with inflation, but will yield a greater slice for the new media, primarily cable tv and movie theater advertising.

• Michelob will get a new "seven-day weekend" advertising campaign (AA, Oct. 6), while current campaigns for Michelob Light, Natural Light, Budweiser and a "mid-premium priced" Busch will be extended with new commercials set to break this month.

• Congratulating itself for "one of the greatest marketing decisions in our history," the company is promising a "promotional bonanza" from its 200-spot, $30,000,000 investment in the 1984 Summer Olympics in Los Angeles.

The convention, themed "Bandwagon '81," dazzled 3,200 attendees with 10 solid hours of speeches, marching bands, song-and-dance acts, and varied performances—or at least appearances—

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Car dealers say traffic up for '81s

DETROIT—Reviving whiffs of optimism wafted across the auto marketing scene last week as the debut of the U.S. makers' 1981 models generated some initial excitement.

A spot survey of dealers indicated good showroom traffic. The new, smaller entries were reported selling well, despite the heftier prices. Chrysler's new K-cars and Ford Motor Co.'s Escort and Lynx world cars were meeting little price resistance, dealers said.

One dealer said the fact that the used car market is good means higher prices for trade-ins, thereby cushioning some of the effect of the higher prices for new car buyers.

But the auto marketers have taken steps to counteract the potential sales-dampening effect of higher prices. Ford froze Escort-Lynx prices at introductory levels while boosting prices on the rest of its line.

Chrysler has announced plans for a "base" K-car priced several hundred dollars below the current models. General Motors is advertising holdover 1980 Chevrolet Monzas at $4,552, and Ford has

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Minty M&M Royals get gleeful reception

M&M/Mars, Hackettstown, N.J., is running this commercial in upstate New York test markets for its new candy-coated mint chocolates called Royals. Similar in size and shape to M&M chocolate candies, the brand is expected to roll out soon. The commercial, created by Ted Bates & Co., New York, features a glee club passing the word about "Chocolates with a whisper of mint."

Candidates start final ad blitz

By LEAH ROZEN

NEW YORK—It boils down to this: Will Republican Ronald Reagan be able to convince the voting public that he is bright enough and capable enough to be President, or will Democrat Jimmy Carter instill enough doubt in their minds so that voters reelect him despite obvious misgivings about his first term in office.

That is what the final weeks' ad strategies for the two major candidates are all about. Those strategies will be evident in 30-second spots that will show up on the tv screens with growing frequency until, the week before Nov. 4, they will appear to be crowding out nearly all other commercials.

The Carter campaign may even try roadblocking again, a term used when spots run on all three networks at the same time so that no matter how you spin your dial, you get the same message. A Carter roadblock ran Oct. 2 at 10:55 p.m. with a five-minute spot. The Reagan people said they have no plans to roadblock, a time-buying strategy the networks objected to in previous presidential campaigns but about which they no longer complain.

Whether they're roadblocked or not, many of the spots crowding onto the airwaves in the next three weeks will be what the mediawise public has come to recognize as negative advertising. These are the spots that say little about the records or stands of the candidate paying for them, but a lot of bad stuff about his opponents.

Mr. Carter's promise late last week to stop saying in his campaign appearances nasty things about Mr. Reagan is not expected to apply to his advertising.

"Negative advertising has become a very accepted political practice," said Peter Broer, who works at David Sawyer & Associ-

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Lipton lures Campbell users

ENGLEWOOD CLIFFS, N.J.—Thomas J. Lipton Inc. has taken a direct comparative taste test approach to switch canned soup users to its packaged products this winter.

The company takes on Campbell Soup Co.'s chicken noodle soup in a new campaign that has just broken nationally. A woman is asked to taste two different chicken noodle soups. After she decides which she prefers, the test administrator says, "Let's see what you didn't choose." When he uncovers Campbell, she notes, "That's the one I use."

An announcer then notes that in a home-use test, people choose Lipton 2 to 1.

This campaign replaces last year's effort featuring a little girl dressed up as a chicken to appear in a school play about chicken noodle soup. That story line was picked up by actress Suzanne Somers, who parodied it in a nightclub act until she was barred from using the music.

According to Dolph von Arx, Lipton senior vp-marketing, the approach is aimed at encouraging canned soup users to cross over to the dry segment. He said research has shown there is very little crossover from one segment to the other among consumers of either type.

Lipton leads the dry soup segment with more than an 80% market share, while Campbell dominates the canned segment with a similar franchise. Mr. von Arx noted that the segments are not viewed together because of the small incidence of crossover.

In addition to the comparative effort for chicken noodle soup, Lipton is running another recipe-oriented campaign supporting its onion varieties. Both are handled by Young & Rubicam; media is placed in-house. ■

NEWSPAPER
SI
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last minute news

Wile fights imports with American vodka

NEW YORK—Julius Wile Sons & Co. is wrapping the flag around American vodka, the company's answer to the rising tide of vodka imports, at the brand's national introduction here Oct. 15. Advertising by WRG will promote such drinks as the "Yankee Doodle," reportedly a mixture of American vodka and Coca-Cola.

'Village Voice' for sale? CBS interested

NEW YORK—CBS Publications held a meeting Friday to explore acquiring the *Village Voice*, the 150,000-circulation weekly owned by Rupert Murdoch. Donald Kummerfeld, Murdoch's second-in-command, denied strongly that *VV* is for sale but said he was aware that an intermediary had approached on CBS' behalf. CBS acquisition head Nathan Snyder said company policy was to neither confirm nor deny the story.

B-M unit testing Windex Kitchen Shine

CINCINNATI—Bristol-Myers' Drackett division is testing Windex Kitchen Shine multisurface spray cleaner in Atlanta and Oklahoma City/Tulsa. Commercials by Daniel & Charles note, "Your all-purpose spray can leave cloudy, streaky haze behind."

(Continued on Page 8)

Chairman wins board battle

Another exit at Greyhound

By JOHN REVETT

LOS ANGELES—The departure of Robert K. Swanson as president of Greyhound Corp. has the business community in Phoenix abuzz about why the man tagged as the next Greyhound chief abruptly quit after only eight months in the post.

What can safely be called informed speculation has it that Mr. Swanson, a highly regarded former agency man (Needham, Harper & Steers' Benson Advertising boss in London) and a top marketing and management exec at General Mills before joining Greyhound, found himself in what one source called "an untenable position" after unsuccessfully seeking support from Greyhound board members.

Why was Mr. Swanson seeking support?

Key business sources here expressed no doubt Mr. Swanson had clashed with Greyhound chairman-chief exec Gerald H. Trautman, one of the city's favorite corporate subjects of discussion.

"He has the board in the palm of his hand because he's made the company stronger and because he was their lawyer for years," said a veteran Greyhound observer who has known Mr. Trautman since he took the reins at Greyhound and started diversifying with the acquisition of Armour & Co. in 1970.

▪ There have been numerous departures connected in one way or another with disfavor from the Greyhound chief in the years since then. Most recent, before the resignation of Mr. Swanson, was Jerry Ringlein, who had been head of the Armour processed meats division before it was absorbed into Armour Foods under Wallace Tunnell (AA, July 28). Mr. Ringlein had been slated for a new corporate post that didn't materialize; he left within the past 10 days.

Earlier in July, Donald J. Shaughnessy resigned as president of Armour & Co. (AA, July 20). Mr. Trautman has since taken over those duties much as he took charge of operating responsibilities for Greyhound bus lines in 1978. That move involved the resignation of James L. Korrigan, now head of Trailways Inc., Greyhound's chief competitor.

Defenders of Mr. Trautman note that he revitalized the ailing bus line, and there is general feeling among business sources here that

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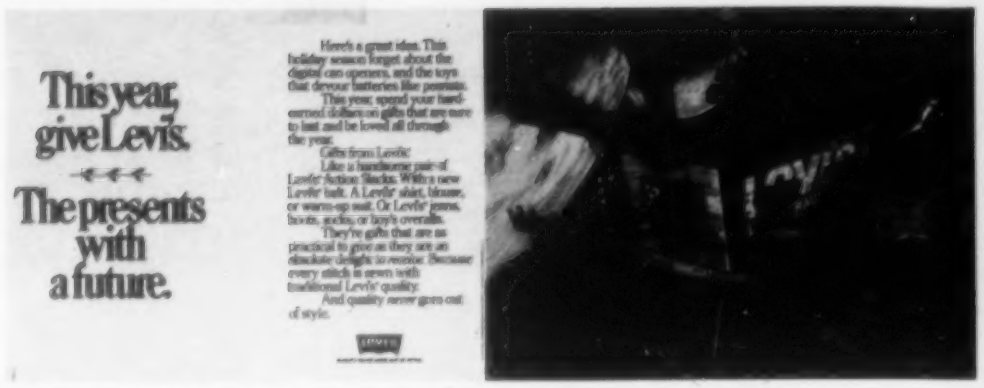
This year, give Levi's.
The presents with a future.
Here's a great idea. This holiday season forget about the digital can openers, and the toys that devour batteries like peanuts.
This year, spend your hard-earned dollars on gifts that are sure to last and be loved all through the year.
Gifts from Levi's.
Like a handsome pair of Levi's Action Slacks. With a new Levi's belt. A Levi's shirt, blouse, or warm-up suit. Or Levi's jeans, boots, socks, or boy's overalls.
They're gifts that are as practical to give as they are an absolute delight to receive. Because every stitch is sewn with traditional Levi's quality.
And quality never goes out of style.

First Christmas gift campaign from Levi's

Levi's are as much fun to give as they are to receive, according to this gatefold ad which will run in *TV Guide* and *People* magazines the first week in December. Levi Strauss & Co.'s first Christmas campaign, from Foote, Cone & Belding/Honig, San Francisco, breaks on tv on Dec. 1.

Too hot for the Windy City

Chicagoans said *non*, not *ooh, la la*, when Bon Jour bus boards started appearing last week. The transit authority received so many calls objecting to the unzipped model that the posters were removed after only one day. An official from the fashion jeans company said, "Chicagoans have dirty minds." *(Staff photo by Mary Cairns.)*

Adieu, Bon Jour

Protests whisk unzipped jeans off buses

CHICAGO—Bon Jour Fashions joined the ranks of jeans marketers under fire for advertising tactics and questionable taste when its new transit posters disappeared within 24 hours of their debut on city buses here.

Callers deluged the Chicago Transit Authority last Wednesday just hours after the first 200 ads of a 400-poster series for the New York company's Bon Jour Action Jeans went up. The ad featured a pair of partially unzipped jeans on the hips of a faceless model.

▪ Miffed at the response, Bon Jour execs nevertheless instructed the TDI/Winston Network, the nation's leading transit advertising representative, to replace the posters. An earlier ad, showing a yellow sports car halted by a Bon Jour-clad man's leg, took the place of the unzipped ad last Thursday morning.

"We are in the business of dressing people, not undressing them," said a frustrated Charles Dayan, Bon Jour vp. "I think she is zipping the jeans up." He said Chicagoans "have dirty minds."

▪ The Bon Jour ads, created by the company's in-house agency, have just started to appear in New York subways and on buses, and so far there has been no adverse public reaction. "In New York, we're in the process of putting [the posters] up," said Mort Heineman, senior vp at TDI. "If we hear any complaints, we'll soon be in the process of taking them down."

Mr. Heineman noted that TDI has turned down ads submitted by other jeans marketers because "they were not in good taste." In comparison with the rejected ads and campaigns currently appearing, Mr. Heineman feels the Bon Jour effort is "really not that bad." Mr. Heineman does not expect an outcry against the campaign there because "the New York audience is generally more tolerant than other audiences," he said.

While the jeans marketers have become increasingly sensitive to consumer complaints and bad publicity over advertising, Bon Jour and others are irked by the furor. Wrangler, for example, cried foul when CBS refused to run a

(Continued on Page 95)

highlights

Monday, October 13, 1980

NCK Organization acquired controlling interest in Altschiller, Reitzfeld, Jackson & Solin. It plans to fold Norman, Craig & Kummel, its domestic subsidiary, into that agency. *See Page 4.*

Avis Rent A Car is launching a campaign to alleviate its customers' worries, and, hopefully, its own. *See Page 6.*

Perrier introduces its first major promotion. *See Page 16.*

Data Black Public Opinion Polls, New York, has released its third major study on black Americans and this one examines attitudes on advertising and other topics. *See Page 20.*

Transcontinental Marathon Ltd. plans to live up to its name. *See Page 32.*

A Yankelovich exec challenges the frozen food industry to take advantage of the life styles of the new consumer. *See Page 35.*

Philip Morris will receive a $3,200,000 grant from the Dutch government, despite an EEC court's ruling that the grant was not justified. *See Page 46.*

Two Australian retailers—BP and Woolworth's—are moving into new marketing areas to improve their bottom lines. *See Page 46.*

While Southwest Media takes on *Texas Monthly* in a fight for national advertisers in New York, *Texas Monthly* is taking exception to rate base claims being made by its Texas competition. *See Page 56.*

Merle Kingman, ADVERTISING AGE director of graphics development, explores the question, "Are tv spots too much alike?" *See Page 59.*

Gene Gramm, in a departure from his "Idea Marketplace" column, tells about some ideas he has encountered and the people the ideas led him to meet. *See Page 64.*

Harry Wayne McMahan offers some suggestions on how to teach television advertising. *See Page 66.*

Dick Wasserman answers a question concerning manipulation in political ad campaigns. *See Page 66.*

Rival videodisc manufacturers Philips and RCA both banged their drums loudly at Vidcom, a trade conference held at Cannes. *See Page 73.*

Benton & Bowles denied a report that it tried to buy Leagas Delaney Partnership, a hot, new London agency. *See Page 73.*

Soft sex/hard action movies in prime time will be marketed aggressively by the new Rainbow pay cable network. *See Page 80.*

The media world was shook in the third quarter by such MediaQuakes as "Shogun," the All-Star game, "Smokey & the Bandit II" and Bjorn Borg vs. John McEnroe. *See Page 91.*

Despite the economy, marketers at the National Premium/Incentive show were optimistic about the industry's future. *See Page 99.*

FCC chairman Charles Ferris said he's lifting blocks to new tv delivery systems to keep the tv industry from "stagnating" like the U.S. auto and steel industries. *See Page 100.*

Section 2-Canada

Most of the news coming from Canada seems to center on the country's political troubles (whence comes the inspiration for the symbol used in this year's section). But the economic outlook is hardly bleak, especially for tabloid newspapermen, experienced account execs, headhunters, direct response specialists and MacLaren president-ceo Tony Miller. The section begins opposite Page 50.

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TI selects McCann over Y&R

By TOM BAYER

DALLAS—Texas Instruments chose McCann-Erickson to handle its worldwide consolidated advertising now handled by 20 agencies.

To service the account, which McCann-Erickson estimates at $20,000,000, the agency will open a Dallas office to be directed by Jim Hetherly, exec vp.

Culminating a five-month search that began with 12 agencies competing for the account, the decision is said to have been based on the agency's international and strategic planning capabilities and the agency's management team.

▪ Opening the Dallas office was part of McCann's proposal and was not specified by TI, a TI spokesman said. Mr. Hetherly now manages the Houston M-E office and will continue to do so while adding the Dallas office responsibilities, which are expected to include the addition of 20 to 25 people.

When the final decision was made Thursday, only McCann and

(Continued on Page 98)

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TALENT SHORTAGE PERSISTS

By KEVIN McMANUS

TORONTO—The Canadian ad industry points to itself as the villain mainly responsible for one of its biggest problems: too few trained people for too many vacant positions.

"We haven't done a very good job in training our own," says the head of a large agency. "The curse of the industry," another exec labels the shrunken talent pool. A third says the problem is "real, serious and seemingly here to stay."

Everyone who talks about the talent shortage claims to know its causes, its effects on business and its probable solution. Most agency heads say they are moving toward that solution, and a handful have proof that they are doing so.

"The problem of too many vacant positions has resulted in constant job-switching as agencies desperately try to maintain their lot," says Julian Clopet, president of Ogilvy & Mather Canada. Other results, he says, include sharply escalating salary costs and client discontent at the high staff turnover.

Mr. Clopet, who speaks often and authoritatively about the problem, outlined its causes in an article he penned early this year. Canadian agencies, he wrote, have relied for too long on package goods companies to do the majority of the training. Also, candidates for account work are often judged by their resumes rather than on individual merit.

"You don't believe me?" he wrote. "Talk to the numerous people who have not had the opportunity of working for one of the leading package goods companies or their agencies, and have aspirations to do so. It's an enlightening experience of frustration, anger and perceived discrimination."

"Also remember," he added in a recent interview, "that there are only just over 5,000 people employed in all of advertising in Canada, including secretarial staff. It's a very small field."

The talent shortage has been aggravated by new, tighter immigration laws in Canada. Until a few years ago, two important sources of talent were Britain and the U.S. But as unemployment rose in Canada, the government lowered the number of immigrants it allowed to enter the country.

Ad agency execs discussing the problem concede that most of the blame for the shortage lies with the industry's poor record for training people. "We haven't had enough specific educational programs, like they have in the U.S.," says Bill Bremner, chairman of Vickers & Benson, Toronto. "Too often, it's an ad-lib situation. In other words, it's on-site training, rather than a planned program."

The upshot has been a near epidemic of raiding. "It's no secret that ad agencies add to their staffs by hiring experienced people from other agencies," says Jim Anderson, chairman of McKim Advertising, Toronto. "Everyone does that."

▪ Raiding, in turn, has given rise to a flourishing trade for executive search companies. As Art Collins, chairman of Foster Advertising, puts it, "There's a very active headhunting industry in Toronto; I guess also in Montreal."

A specialist in matching people with jobs in the ad industry explains why qualified candidates, especially senior account execs and account supervisors, are in high demand. "The advertising industry is more respected in the United States and Britain than in Canada," says Fred Litman, a partner of Management One Consultants, Toronto. "U.S. agencies recruit heavily on campus and sell advertising as a profession to young people."

The shortage of talent in Canada gradually is becoming less acute, Mr. Litman thinks, because Canadian agencies are starting to recruit more heavily from business schools and junior colleges, and are investing in training programs.

Not so, says another ad specialist in the recruitment business. Derek Wrangham, an independent consultant based in Toronto, says that Canadian ad agencies "can't afford to carry trainees." Moreover, he believes, the talent shortage is no worse in Canada than in the U.S., and no more serious now than in the past. "There may always be a shortage of talented people," he says. "There aren't many of them around *anywhere*."

To be sure, there are plenty of potential account execs, artists and writers to be found both on and off campus in Canada. And ad agencies, at least the biggest ones, seem to be making new efforts to track down and train these candidates. In the forefront is Ogilvy & Mather, which, under the guidance of Julian Clopet, has established an ambitious program.

Ogilvy started its program five years ago with a 16-week course for junior account execs. The course, which involved campus recruitment, classroom sessions and agency job assignments, worked on the fundamentals of the business. "If someone came in from a business school"—Mr. Clopet uses an example—"he'd learn how to write a copy strategy, how to read a Nielsen, what you should know about print production and tv production, how to write well."

▪ Regarding the size of the Canadian talent pool in the future, Mr. Clopet says, "It's absolutely vital for us [the ad industry] to stay committed. There's an enormous temptation to cut back training during downturns. You've seen it on Madison Avenue, you've seen it in England and you'll see it here, where agencies in tough economic times will not go out and train young people. And the net result is that four or five years hence there is an enormous shortage of talent, escalating salaries and what have you . . . ."

The commitment Mr. Clopet urges is more easily advocated than carried out. Even during good economic times, medium and large agencies often would rather fight potential defections with individual salary boosts than with expensive, time-consuming training programs. One head of a large agency says that he usually will try to talk a departing employe into staying.

"If it's a bad move, I'll fight like hell," he says. "We had an experience with it just recently. A very bright young man all ready to make a move came to me and I said, 'Are you sure you know what you're doing?' And he said yes. And I said, 'I think you're gonna lose yourself in the traffic; I don't think you're gonna be negotiable two years from now.'

"He said fine; he was still going. I went on a business trip and I came back a week later and found him still with us. He'd changed his mind. Best move he ever made."#

Top 50 Advertisers

Government, both provincial and federal, remained the major force in Canadian advertising during 1979. While the federal government still topped the list, the province of Quebec edged itself into fourth place, from seventh in 1978, while Ontario moved to the No. 12 slot.

The most dramatic increase, however, was recorded by General Foods, which spent C$20,459,515, compared to C$14,780,654 a year earlier.

These figures, compiled by Elliott Research, Toronto, represent all broadcast spending, but are selective in print media. They should be regarded only as a rough yardstick, and do not represent total spending. One can more closely approximate total spending by multiplying by 2.5 for national and by 5 for retail.

1.	Government of Canada	$27,251,942
2.	General Foods	20,459,515
3.	Procter and Gamble	20,126,900
4.	Quebec Government	14,291,839
5.	General Motors	13,523,477
6.	Kraft	13,443,455
7.	Carling O'Keefe	12,429,961
8.	The Molson Companies	11,800,584
9.	Imasco	11,396,334
10.	John Labatt	10,936,123
11.	Bristol-Myers Canada	10,537,465
12.	Ontario Government	8,861,502
13.	Warner Lambert Canada	8,368,549
14.	The Seagram Co	8,137,339
15.	Ford Motor	7,925,475
16.	Kellogg Salada	7,796,361
17.	Air Canada	7,548,760
18.	Canadian Pacific	7,067,281
19.	Lever Bros	6,793,387
20.	Chrysler Canada	6,504,943
21.	Coca-Cola	6,290,855
22.	Whitehall Laboratories	6,280,769
23.	Rothmans of Pall Mall	6,104,783
24.	Colgate-Palmolive	6,030,279
25.	Imperial Oil	5,962,284
26.	Dominion Stores	5,706,250
27.	Dairy Bureau of Canada	5,685,178
28.	McDonald's Restaurants of Canada	5,661,862
29.	Nestle	5,580,043
30.	Johnson and Johnson	5,568,608
31.	Canada Packers	5,444,272
32.	Bank of Montreal	5,116,348
33.	Bell Canada	4,959,907
34.	Canadian National Railways	4,819,286
35.	Nabisco	4,526,834
36.	Standard Brands	4,342,052
37.	Gillette Canada	4,266,506
38.	Hiram-Walker/Gooderham and Worts	4,203,672
39.	SC Johnson and Son Ltd	4,151,147
40.	Eatons	3,847,080
41.	Cdn. Imperial Bank of Commerce	3,906,873
42.	Union Carbide Canada	3,795,266
43.	Gulf Canada	3,678,165
44.	Simpsons-Sears	3,641,534
45.	Royal Bank of Canada	3,620,137
46.	General Mills Canada	3,502,264
47.	Sterling Drug	3,421,463
48.	Quaker Oats Co. of Canada	3,419,634
49.	Gilbey Canada	3,408,684
50.	Campbell Soup	3,369,501

MORE CANADIANS SPEND THEIR SUNDAYS WITH US.

Sunday SUN HELP BOAT

We're Toronto's Sunday Sun. We have a circulation of 390,864* which makes us the largest Sunday paper in Canada.

And because we're located in Canada's largest city, Toronto, we're in a position to show your ad to the country's top market in terms of retail sales volume.

We're also in a position to show your ad to your prime customers.

For example, nearly 50 percent of our readers are between the ages of 18 and 34*. And a whopping 63 percent of our entire readership have annual household incomes exceeding $15,000.

On top of all that, The Sunday Sun is a tabloid. Our size makes us easier to read. Our size makes your ad easier to read.

And the Sunday Sun is packed with informative, entertaining and widely read feature sections.

Like Travel, Business, Real Estate, Entertainment and TV.

Want to know more? Call us collect at 416-868-2303 and ask for our Director of Advertising, Bruce Tuttle.

Ask Bruce to send you a copy of the Sunday Sun.

From that, you'll learn why more Canadians spend their Sundays with us.

THE TORONTO SUN

The little paper that grew.

333 King St. E., Toronto, Ontario, Canada M5A 3X5.

SALES REPRESENTATIVES:

FLORIDA, NASSAU & CARIBBEAN

HAWAII

MEXICO

SOUTHERN STATES AND EASTERN U.S.

WEST OF MINNEAPOLIS AND MANITOBA

EAST OF MINNEAPOLIS

OUR PRIME READERS ARE YOUR PRIME CUSTOMERS.

*Publisher's sworn statement, June 1980. †Starch Research Ltd. Readership Study, April-May 1978.

BEST AVAILABLE COPY

Retail ad spend booms

(Continued from Page S-1)

Toronto, the four biggest supermarket chains (Dominion, Steinberg/Miracle Mart, Loblaws/Kelly Douglas and Safeway) spent close to C$10,000,000 on measured media. And the figure doesn't include thick Wednesday flyers or newspaper ads.

During the same period, the three major non-food department store chains (Eaton's, Sears and The Bay/Simpsons), according to Elliott, picked up a C$10,500,000 tab. Industry insiders say that this represents less than 20% of total advertising expenditure by these chains.

■ There are plenty of indications that retailers are spending more on broadcast media. The Retail Council of Canada reports that in 1976 stores spent 75% of their ad budget in newspapers. By last year this had dropped to 59%. During the same period, expenditure on tv rose from 2% to 14% of total media budget.

These figures are confirmed by the Television Bureau of Canada, which in 1976 recorded retailers as spending C$76,400,000 on tv or 18.5% of TvB members' total revenue. By last year, according to TvB, that figure had doubled to C$152,800,000, giving retailers 26% of total tv advertising.

While inflation explains some of the rise in spending, the share percentage does show the stores to be ahead.

The same picture emerges in figures supplied by the Radio Bureau of Canada. These show retailers have over the past five years increased spending on radio by 90% in total dollars, compared to a 50% rise by national advertisers.

According to George Murray, media director at Ogilvy & Mather, Toronto, rates in broadcast have moved ahead faster than inflation in Canada. He estimates that during the past five years tv rates are up by 67% and radio by 48%.

Those shops that have a slice of this lucrative pie are feeling pretty smug. All of those interviewed by Advertising Age felt it would be tough for the multinational agencies to break into the market in Canada.

"The retailers' philosophy is quite different from that of a national brand manager. The big package goods agencies just can't cope," said one exec in a typical response.

Vickers & Benson, Toronto, wanted in, but did not want to fall into that trap. The agency went headhunting and came back with a handsome prize: John Torella, who had been ad manager of Canada's third largest chain, Eaton's department stores.

■ When Mr. Torella joined V&B earlier this year to set up a separate division, retail accounted for 18% of the agency's total billings. He forecasts that within two years it will be more like 25%, and grow from there.

As an insider, Mr. Torella says he was in on the beginning of the re-

Canada's Top 10 Agencies

Agency	1979 Billings (Canadian dollars)	Office Locations (headquarters in boldface)	Major Clients	Comments*
MacLaren	$85,000,000	**Toronto**, Montreal	General Motors, Molson, GE, Imperial Oil (Esso), Lever Bros., Canadian National Railways	Big and prosperous; "almost an institution"; active in Liberal politics; recently has undergone management changes.
Foster	$83,000,000	**Toronto**, Montreal, Winnipeg, Regina	General Motors, Canada Dry, Air Canada, Royal Bank of Canada, J.M. Schneider, Distillers Co., Government of Ontario	Low-profile; solid; not particularly aggressive; strong Montreal operation; nice people.
J. Walter Thompson	$81,000,000	**Toronto**,Montreal, Vancouver	Alberto-Culver, Labatt Breweries, Pepsi, Kraft, J&J, Ralston-Purina	Good all-around agency; fierce competitors; "same agency all over the world."
Cockfield Brown	$77,000,000	**Montreal**, Toronto, Winnipeg, Calgary, Vancouver	Dairy Bureau, Imperial Oil, Benson & Hedges, Bell Canada, Molson, Singer	Canada's only publicly held agency; erratic financial performance, partly due to efforts to buy back its stock.
McKim	$75,000,000	**Toronto**, Montreal, Winnipeg, Calgary, Edmonton, Vancouver	General Foods, AMC, Bell Canada, Gillette, S.C. Johnson, C P Air	Growing fast; low-profile; competitive; profitable; good management; strong Montreal operation.
Vickers & Benson	$73,000,000	**Toronto**, Montreal, Vancouver	Dairy Bureau of Canada; H.J. Heinz, Canadian Government Office of Tourism	Aggressive; well-run; "latin razzmatazz"; "hell-bent on growth"; highly visible; active in Liberal politics.
F.H. Hayhurst	$60,000,000	**Toronto**, Montreal, Vancouver	Nabisco, Borden, Sunbeam, Holiday Inn, SAS, Michelin, Dominion Stores, Jaguar Rover Triumph	Family-owned; conservative; Ontario-oriented; well-managed; low-profile.
Ogilvy & Mather	$57,000,000	**Toronto**, Montreal	American Express, Avon, Beecham, Campbell Soup, Canadian Egg Marketing Agency, General Foods, Lever Bros., Mattel	Excellent creative; arrogant; undergone enormous revival in last few years; weak on service; good training program.
Baker-Lovick	$55,000,000	**Toronto**, Montreal, Vancouver, Calgary, Edmonton	Kodak, Continental Bank, Wm. Neilson & Co., B.C. Fisheries, GWG Ltd., Alberta Government Telephone	Strong western presence; not particularly aggressive; agency head a strong spokesman for industry.
McCann-Erickson	$53,000,000	**Toronto**, Montreal, Vancouver	Budget Rent-A-Car, Tampax, Chesebrough-Pond's, Coca-Cola, Amex Gold Card, Ikea, Levi Strauss, Quaker, Minute Maid	Strong; aggressive; well-managed; good creative.

*An industry consensus, gleaned from interviews with top agency executives.

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Cable

(Continued from Page S-6)

some joint ventures. It is a very convenient and efficient way of combining the buying, selling, delivery, invoicing and accounting functions of retailing.

Ad Age: But who is going to be responsible for inputting information into the teleshop? Will it be the manufacturer, the retailer or a third party who will be dispassionate and provide simply the physical attributes of competing modes, together with comparative pricing and delivery and so forth?

Friesen: It is early for that yet. It would appear that this is an area in which there might be a need for some form of regulation.

Ad Age: Informed guesses put pay-tv in Canada sometime next year. Will this stall Canadian involvement in the U.S.?

Friesen: No. We look upon the two countries as completely separate market opportunities for our industry. We have the expertise and want to use it to its fullest extent. #

BEST AVAILABLE COPY

Ad pages in farm publications for 9 months, 1980-1979

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
General farm publications				
American Agriculturist & The Rural New Yorker	116.5	122.6	388.7	369.7
Measured in lines	88,524	93,185	295,370	281,122
○Big Farmer	14.6	16.6	104.6	127.1
Measured in lines	6,277	7,109	44,864	54,538
†§California Farmer (sm)	127.1	135.3	572.1	552.4
Measured in lines	96,606	102,865	434,726	419,844
§Farm Futures	40.2	55.1	200.2	247.0
Measured in lines	17,246	23,638	85,885	105,963
Farm Industry News	63.4	80.4	332.6	332.3
Measured in lines	48,187	61,145	252,757	252,524
Farm Journal	91.4	115.1	586.3	566.3
Measured in lines	39,197	49,374	251,489	242,938
Farmer-Stockman Unit: (mon)				
Oklahoma Farmer-Stockman	34.3	37.0	137.3	141.2
Measured in lines	26,073	28,195	104,369	107,331
Texas Farmer-Stockman	30.5	34.9	133.1	142.0
Measured in lines	23,212	26,598	101,163	107,963
*Harvest Publishing Unit: (sm)				
Kansas Farmer	143.9	191.4	631.6	684.5
Measured in lines	109,409	145,499	480,035	520,233
Michigan Farmer	158.9	197.4	612.3	634.7
Measured in lines	120,792	150,064	465,332	482,359
Missouri Ruralist	156.1	221.7	711.2	757.5
Measured in lines	118,637	168,499	540,483	583,316
Ohio Farmer	250.7	299.0	883.9	923.2
Measured in lines	190,523	227,227	671,769	701,659
Pennsylvania Farmer	159.7	160.6	585.4	573.5
Measured in lines	121,417	122,087	444,881	435,882
High Plains Journal: (w)				
Central Kansas	229.8	234.8	750.7	711.2
Measured in lines	257,390	262,979	840,735	796,143
Colorado-Nebraska	217.6	223.7	734.5	686.7
Measured in lines	243,670	250,534	822,675	769,143
Oklahoma-Texas	226.3	224.3	777.3	719.4
Measured in lines	253,414	251,220	870,597	805,739
Western Kansas	260.6	274.4	900.0	846.4
Measured in lines	291,858	307,275	1,008,035	947,922
§Irrigation Age	65.0	59.3	304.0	287.1
Measured in lines	27,896	25,470	130,312	123,176
Kentucky Farmer (mon)	46.3	72.4	312.5	278.6
Measured in lines	35,252	55,075	237,547	211,740
Lancaster Farming	1,141.0	1,217.4	3,832.2	3,857.7
Measured in lines	1,533,584	1,636,268	5,150,592	5,184,941
Midwest Farm Paper Unit: (sm)				
The Farmer	258.2	335.8	1,158.8	1,120.4
Measured in lines	196,269	255,224	880,699	851,533
Nebraska Farmer	392.8	405.8	1,239.8	1,244.1
Measured in lines	298,535	308,460	942,254	945,532
§Prairie Farmer				
#Illinois Edition	284.2	546.6	1,114.9	1,467.5
Measured in lines	215,961	415,433	847,333	1,115,343
#Indiana Edition	286.4	579.4	1,105.1	1,510.9
Measured in lines	217,631	440,356	839,878	1,148,371
Average 2 Editions	285.3	560.4	1,110.5	1,485.8
Measured in lines	216,797	425,897	843,957	1,129,205
§Wallaces Farmer	583.0	361.4	1,539.9	1,202.0
Measured in lines	443,067	274,655	1,170,329	913,493
Wisconsin Agriculturist	219.8	287.5	862.7	905.4
Measured in lines	167,075	218,518	655,628	688,129
▲Pecan South	17.4	19.3	92.3	79.1
Measured in lines	7,308	8,106	38,766	33,222
§Progressive Farmer	136.6	153.0	596.7	575.6
Measured in lines	57,363	64,258	250,597	241,746
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	152.3	144.0
Measured in lines	—	—	63,389	61,344
Peanut Farmer	18.0	12.0	127.1	115.0
Measured in lines	7,668	5,112	54,136	48,990
§Successful Farming (mon)	94.5	113.1	591.5	606.7
Measured in lines	40,520	48,539	253,750	260,284
Tennessee Farming (mon)	26.5	34.1	143.2	144.1
Measured in lines	20,148	25,944	108,817	109,533
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	100.9	106.8	337.0	351.6
Measured in lines	76,716	81,148	256,114	267,187
Colorado Rancher & Farmer	99.7	123.8	221.2	444.3
Measured in lines	75,786	94,076	293,765	337,628
Northwest Unit Farm Magazines: (mon)				
Idaho Farmer-Stockman	121.3	134.5	588.2	619.8
Measured in lines	92,167	102,216	447,010	471,066
Montana Farmer-Stockman	168.8	200.5	822.2	784.8
Measured in lines	128,295	152,406	624,893	596,441
Oregon Farmer-Stockman	111.8	135.4	479.2	534.4
Measured in lines	84,953	102,880	364,210	405,168
Utah Farmer-Stockman	93.8	118.0	405.2	442.3
Measured in lines	71,251	89,677	307,955	336,129
Washington Farmer-Stockman	113.1	135.4	491.2	558.0
Measured in lines	85,987	102,924	373,340	424,105
Wyoming Farmer-Stockman	233.3	242.0	799.3	724.0
Measured in lines	182,924	103,831	577,276	424,692
Total Group	6,648.7	7,452.2	25,248.6	25,529.0
Dairy & livestock				
§Beef Magazine	109.0	111.6	364.5	337.8
The Cattleman (mon)	335.8	311.4	1,002.5	886.0
Dairy Herd Management	117.1	102.8	448.0	335.9
§Drovers Journal	427.5	462.8	1,055.1	932.3
▲Feedlot Management	89.1	105.0	238.9	252.3
Florida Cattleman (mon)	233.7	241.4	641.8	675.6
§Hoards Dairyman (sm)	218.8	211.5	745.4	737.2
Hog Farm Management	108.9	148.7	456.6	513.2
B.†Livestock Breeder Journal (mon)	391.4	487.5	902.2	1110.4
National Hog Farmer	148.3	210.6	570.4	637.7
Pig American	57.4	69.2	240.1	173.9
Southern Beef Producer	98.8	100.0	228.5	225.9
**Southern Hog Producer	20.0	36.0	103.2	123.5
▲Sunbelt Dairyman (mon)	24.0	26.4	96.9	104.9
Dairy: (mon)				
#Full Edition	33.7	34.0	131.3	122.1
#Western Edition	50.5	32.9	185.4	114.8

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June 10, 1980

Mr. Charles B. Quindlen
Sr. Vice President - Director of Advertising
The Harvest Publishing Co.
9800 Detroit Avenue
Cleveland, OH 44102

Dear Charlie,

I am writing this note to tell you what a fan I am of your sales organization and especially Leon Kincaid, who is my primary contact.

I figure that I hear nearly 5 sales pitches a day. Of all those calls, I can count on one hand the really outstanding sales people. The Harvest Publishing folks are at the top of that list. I find that your people are some of the most helpful in that they provide needed data quickly and accurately. Also, I've had many occasions where Leon has developed a new ad approach to help solve mutual client problems. It's that type of out-of-the-box thinking that I appreciate.

Leon also continually services his accounts here. One good example is that he scans each of the Harvest books for articles that mention our various clients. He then clips and sends those stories to keep us updated on pertinent editorial comments.

I believe you deserve a tip of the hat for developing such an effective staff and sales organization to complement your fine publications. I know that this combination of excellent publications and a highly professional sales staff are tough competition for the other farm publications. A combination I wish more would emulate.

Sincerely,

Joseph F. Pratt
Vice President
Director of Media Services

JFP/kab

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	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
◇Livestock: (mon)				
Central Edition	130.9	131.0	339.7	377.3
Western Edition	189.7	184.4	416.5	421.1
Southern Edition	97.7	88.5	250.4	268.2
Western Livestock Journal Weekly:				
#Central Edition	79.0	78.7	318.5	280.4
#Western Edition	119.6	104.9	406.6	340.9
Western Livestock Reporter/-				
Montwyo News (w)	172.0	235.6	697.4	713.2
Total Group	3,252.9	3,514.9	9,839.9	9,684.6
§Sectional linage included but prorated to circulation of regional editions. ▲Published ten times a year; July/August, November/December issues combined. **Published January, February, March, April/May, August/September, October, November/December. A.Figures include Cattle Feeder Planner. B.In 1980, figures exclude all state editions. In 1979, figures include 174.1 pages—Va., N.C., Ga., state editions.				

	Pages			
	July-Sept. 1980	July-Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Fruit & vegetable				
American Fruit Grower (mon)	104.0	104.7	362.1	366.7
American Vegetable Grower (mon)	173.9	160.6	469.2	677.4
Citrus & Vegetable Magazine	116.5	99.6	310.7	255.4
Florida Grower & Rancher	40.9	32.8	125.2	81.2
Total Group	435.3	397.7	1,267.2	1,380.7
Poultry				
Broiler Industry	129.3	189.8	472.2	562.2
Poultry Digest	83.6	94.6	248.8	298.7
Poultry Tribune	91.0	117.3	320.5	353.3
Total Group	303.9	401.7	1,041.5	1,214.2
Canadian				
Country Guide: (mon)				
#Eastern Edition	112.2	114.3	424.5	396.3
#National Edition	166.9	176.1	749.3	710.0
#Western Edition	126.0	133.4	538.7	493.7
Average 3 Editions	135.0	141.3	570.9	533.4
Le Bulletin des Agriculteurs (mon)	189.4	176.0	653.1	609.4
Total Group	324.4	317.3	1,224.0	1,142.8
#Not included in totals.				

tions and a highly staff." ...Joe Pratt

Director of Media Services
Creswell, Munsell, Fultz & Zirbel, Inc.

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Missouri Ruralist
Kansas Farmer
Florida Grower & Rancher

HARVEST

THE HARVEST PUBLISHING COMPANY
7500 Old Oak Boulevard
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Butensky Segelstein Silverman Labunski

Hearty handshake: NBC president Fred Silverman is greeted by Ave Butensky, president, International Radio & Television Society, as NBC Television president Irwin Segelstein and Steve Labunski of the IRTS look on. Occasion was an IRTS Newsmaker luncheon at which FCC chairman Charles D. Ferris was the speaker. More than 800 broadcasters turned out for the occasion.

Award: American Broadcasting Cos. president Elton Rule (r.) presents the Humanitarian Award of the National Conference of Christians & Jews to Fred Pierce, exec vp of the company, at a dinner in Los Angeles. It was the 17th annual award dinner by the entertainment industries division of the NCCJ.